

Education

Creative Communications Diploma – Red River College 2009

- Specialized in public relations, focusing on strategic planning, new media, media relations, marketing, internal communications, writing and editing skills
- Training included print journalism and advertising, on-air and on-camera activities, advertising, marketing, broadcasting production, layout and web design

Bachelor of Arts – The University of Winnipeg 2007

- Philosophy and English major, Academic Writing minor

Work Experience

Communications and Membership Coordinator – The Centre for Sustainable Transportation (CST) at The University of Winnipeg 2008-present

- Create and implement marketing strategies and communications tools to create awareness of the CST, recruit members and attract volunteers for research projects
- Develop and manage new media and website, including member's area
- Write and edit media releases, backgrounders, promotional items, presentations, newsletters and other print and online materials
- Facilitate projects with partners from private industry, not-for-profits and government

Writing Unit – Communication Services Manitoba 2009

- Wrote news releases, print greetings, speaking notes and other informative, promotional and advertising materials for a variety of government clients
- Wrote and edited copy for print and web publication based on CP and provincial government style guides
- Developed marketing plans and proposals for new projects

Communications Assistant – Business Communications, Manitoba Hydro 2008

- Performed a variety of activities to promote electrical and natural gas safety, Power Smart initiatives and the Manitoba Electrical Museum & Education Centre
- Created promotional materials, planned events, hosted out-of-house displays, worked with volunteers, and wrote articles, proposals, PSA's and the year-end report.

Manager, Key Holder, Server, Bartender – Various restaurants 1995-2007

- Demonstrated an ability to plan and multitask: managed staff and ensured high quality of customer service for restaurant while serving a full section.
- Developed leadership skills: set standard of service, developed loyal customer base, anticipated client's needs, handled client and co-worker complaints, trained employees.

Freelance Communications Activities

Code-Med Inc., Winnipeg, MB 2007-2009

- Created and designed new website, www.code-med.com, to inform busy medical professionals about the EMR services Code-Med offers
- Edit and layout of various documents for public and private viewing, including government documentation and request for proposal material
- Advised and created marketing materials to assist in growing business to become largest EMR supplier in Manitoba

ESBC Golf Consultancy, Manitoba, British Columbia 2009

- Created Green Marketing strategies and initiatives
- Draft media releases and promotional materials

Industry-Based Activities

Digital Marketing: The Changing World of Targeted Communications 2009

- Attended this day-long conference on using new media as part of a marketing strategy

Public Affairs Internship, Canadian Military Reserves, Dundurn Saskatchewan 2008

- Volunteered with the public affairs department to aid in training exercises preparing reservist troops for deployment to Afghanistan

Winner Rolling Rhino Magazine Contest 2008

- Developed unique magazine from concept to print, including writing articles, advertisements, layout and design and marketing and publicity plan
- Chosen as top magazine out of 16 group submissions

Interim editor-in-chief of The Projector, Red River College newspaper 2008

- Ensured accuracy of copy, supervised layout, organized story meetings and staff of volunteer editors and writers

Volunteer Experience

Winter Wassail, Winnipeg Folk Festival 2009

- Volunteer member of the prize committee

Members of Canadian Public Relations Society (CPRS) 2009-present

International Association of Business Communicators (IABC) 2007-2008

- Board of Directors, student representative

Volunteer sports reader 92.9 Kick FM 2007-2008

- Wrote, researched and recorded the Friday afternoon sports report.

Manitoba Magazine Makeover Weekend, March 28-29 2008

Youth Ambassador, Enterprising Women's Conference, RRC 2007